

NEW LABEL NOW IN ALL MARKETS

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THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 6, No. 3

P. BALLANTINE & SONS

April 1962

TICKETS ON SALE FOR 5TH "FAMILY DAY" TRIP JUNE 9

Story on Page 3



The New Look.

Customers in all of Ballantine's sales markets have gradually been coming face to face this month with the new look in Ballantine Beer packaging. The change in appearance, a dramatic and appealing one sure to help capture more sales, is even more impressive when all the packages wearing the new design are pictured together. Of course, to really get the impact of our bright new beer face you have to see it in color. We've arranged for you, too, inside this month's edition.

PINPOINTED...

Up The Ladder

Promotions in the news: **Kenneth Anderson** from Messenger, Credit, to Clerk, Engineering . . . **Thomas McCabe** from Merchandising Representative to District Sales Representative in the Empire Division . . . **Richard King** from Merchandising Representative, Fairfield, Conn. Branch, to District Sales Representative, North Atlantic Division . . . **Robert Kopeck** to a position of greater responsibility in the Production, Planning & Control Department . . . and **Arthur Kabaly** from Supervisor Trainee, Technical, to a Staff position in the Garage.

Six Retire

Quarter Century Club members **Joseph M. Kacicz**, **Walter M. Weberbauer**, and **John E. Roland** were among six Ballantine men who retired in the last few weeks . . . The other new retirees are Brewing's **Joseph Strigl**, Warehousing's **Jacob Hingel** and Red Bank's **Frank D. Hoffman** . . . Joe Kacicz was a Yardman, Walter Weberbauer was a Draught Driver and John Roland was an Oiler Keyman . . . Our best wishes for retirement go to them all.

To Be Honored

The Board of Directors of the Stamford (Conn.) Twilight League announced that **Ralph Klein** of Ballantine's Fairfield, Connecticut Branch, will be one of the two old-time players to be honored at the annual banquet of the baseball league to be held on May 6th . . . Ralph is a former Tasti Mallow and Sacred Heart Player of the Thirties in Connecticut.

Appointed

Vice President **William H. Alley** has announced that **Stuart Wilde** has joined the Sales Department as Market Development Manager . . . Mr. Wilde had been serving in a related capacity as Manager of Market Planning on the staff of the Vice President-Marketing, Mr. C. S. Badenhausen.

The Major Writes

Bottler **Stanley Rudinski**, now serving as a Major in the armed forces, sent the following letter to Three Rings last month: "As an employee of P. Ballantine and Sons who is serving with the Air Force in France, I would like to take this opportunity is using your newspaper as a medium, to thank the many kind people of Ballantine in expressing their remembrances and thoughts of me . . . Since I do not know the addresses of many to thank them personally, I would like to say here, thanks from the bottom of my heart."

Man of the Year

Ballantine District Sales Manager **Kenneth C. Huber** was presented with the second annual "Y's Man of the Year" award last month at the Charter Night dinner of the organization held at the Riverton Country Club in southern New Jersey . . . The award is based in part on loyalty to the club, willingness to accept responsibility in the affairs of the club, support of fund drives for the Camden County YMCA, and exhibition of leadership ability.

Heroic

Domenic Patuto, son of Bottle Driver **Domenic Patuto, Sr.** was honored last month by the Board of Directors of the Red Cross Chapter of the Oranges and Maplewood for going to the rescue of a friend who suffered a cramp while swimming last August . . . Domenic had completed a life saving course a few days before his rescue act . . . He was presented with the "American National Red Cross Certificate of Recognition for Extraordinary Personal Action."

Earns Scholarship

Eileen Hyland, daughter of the Garage's **Richard Hyland**, has earned a four-year scholarship to Seton Hall . . . Eileen is presently a Senior at Our Lady of the Valley High School in Orange . . . At Seton Hall she will major in Nursing for a B.S. degree . . . Eileen's uncle, **Jerry Hyland**, is Business Agent of Local 843.

Thought For The Month

The Challenge of Individual Liberty: Liberty conceives that the mind and spirit of men can be free only if the individual is free to choose his own calling, to develop his talents, to win and to keep a home sacred from intrusion, to rear children in ordered security. It holds he must be free to earn, to spend, to save, to accumulate property that may give protection in old age and to loved ones . . . There are stern obligations upon those who would hold these liberties — self-restraint, insistence upon truth, order, and justice, vigilance of opinion, and cooperation in the common welfare. — **Herbert Hoover** as quoted in *Welfare in America* by Vaughn Davis Bornet, University of Oklahoma Press, 1960.

Says Thanks

Brewer **Howard Garrison** and his wife wrote to Three Rings Newspaper last month to say, "During a recent operation the Ballantine Employees' Blood Bank supplied the hospital with seven pints of blood for me (Mr. Garrison) . . . My wife and I wish to express our deepest thanks and sincere appreciation to all those who have contributed to this

Tavern Month

the brewers of
Ballantine beer
and
BALLANTINE Ale
salute

THE MAN BEHIND THE BAR
on the 9th anniversary of
NATIONAL TAVERN MONTH
for his part in making the
TAVERN
the friendliest place in town



PATRONIZE YOUR TAVERN

The Ballantine point-of-sale piece reproduced here is part of our salute to the "man behind the bar" on the 9th anniversary of National Tavern Month, which will be observed in May. Other parts of our participation in the celebration of tavern month include special commercials and mention on our television and radio sponsorships.

In The Family

Married. **John McNulty**, Delivery, to **Dolores Cavanaugh** at a ceremony in Pennsylvania.

Born. A daughter, **Kathleen Ann**, to Mr. and Mrs. **Jack Brennan** at Muhlenburg Hospital, Plainfield. The new arrival weighed seven pounds, 12 and a half ounces at birth. She joins two brothers in the Brennan household. Dad is a Warehousing Department Supervisor.

Born. A daughter, **Donna Lee**, to Mr. and Mrs. **Henry Lichtenberg** at St. Michael's Hospital. Donna Lee weighed seven pounds, 14 ounces at birth. She joins a brother in the Lichtenberg household. Dad works in the Brewing Department.

Born. A son, **Michael**, to Mr. and Mrs. **Thomas Stuckart** at Holy Name Hospital, Teaneck. The new arrival weighed seven pounds, six ounces at birth. He joins two brothers and two sisters in the Stuckart household. Dad is Manager of Super Market Sales.

Born. A son, **James**, to Mr. and Mrs. **Joseph Morrone** at Muhlenburg Hospital. James joins two sisters in the Morrone household. Dad is a Supervisor in the Data Processing Division.

Born. A daughter, **Andrea**, to Mr. and Mrs. **Anthony Michalski** at Overlook Hospital, Summit. Andrea weighed seven pounds, 12 ounces at birth. Dad works in the Engineering Department.

Born. A son, **Michael Eugene**, to Mr. and Mrs. **Eugene Egan** at Waterbury Hospital. Michael weighed seven pounds at birth. He joins a brother and a sister in the Egan household. Dad works at the Hamden, Connecticut Branch.

Born. A son, **Michael Joseph**, to Mr. and Mrs. **Joseph Federico** at St. Raphael's Hospital. Michael weighed eight pounds, five ounces at birth. Dad works at the Hamden, Connecticut Branch.

57 Receive Service Pins

Service Pins were awarded to 57 employees in March. The recipients were:

20 Years

Peter Biondi, Bottling
David Daggett, Brewing
Nicholas DeCaprio, Delivery
Nicholas Devone, Delivery
Edwin Falk, Delivery
Eugene Gilbert, Bottling
Edward L. Gizynski, Warehousing
Arthur Greenfield, Delivery
Richard Horline, Warehousing
Dominick A. Izzi, Delivery
William V. Jewusiak, Bottling
Walter Karas, Delivery
Francis D. Kelly, Warehousing
William Kiefer, Warehousing
Florence Killen, Delivery
Anna E. Knowles, Delivery
Morris Laufer, Warehousing
William F. Lehman, Bottling
Paul V. Logan, Brewing
William MacIntosh, Red Bank Branch
William J. Meade, Brewing
Robert Mendelsohn, Warehousing

15 Years

Donald E. Cabella, N.Y.C. Bottle Sales
Catherine M. Creedon, Credit
John J. Daniel, Technical
John K. Davenport, Engineering

Bartholomew J. Durkin, Technical
Kurt E. Franz, Engineering
John Hatt, Bottling
Stanley G. Jaskot, Service
John Kapsky, Engineering
Thomas Kempton, Engineering
Lawrence J. Lynch, Supervisor Sales Promotion
George N. Mueller, Engineering
Frank Nessine, Bottling
Anthony Robertazzi, Warehousing
Howard W. Spears, N.Y.C. Bottle Sales

10 Years

Joseph F. Bezousek, Military Sales Representative
Eugene F. Burpoe, N.Y.C. Bottle Sales
John A. O'Brien, Delivery
Stanley P. Pazden, Delivery Supervisor
Raymond E. Perker, Delivery
Richard Sheridan, Purchasing
Edward P. Stahl, District Sales Manager, Keystone Division
John P. Witconis, Engineering

5 Years

Alicia J. Chapman, Medical
Diane D. Della Torre, Credit
Victor J. Fadool, N.Y.C. Bottle Sales
Walter A. Guterl, Engineering
Thomas G. Hyslop, Production, Planning & Control
Carmine R. Leonardo, N.Y.C. Bottle Sales
Alfred C. Martin, Warehousing Supervisor

Close To Home

It is with sincere regret we report the deaths of the following during the last few weeks:

Jacob Diehl, Retiree. Mr. Diehl started his career in April, 1942. He worked at our Wethersfield, Conn. Branch and retired in January of 1961. He lived at 224 Newington Road, West Hartford, Connecticut.

Carlton Wilkins, Trailer Driver. Mr. Wilkins began his Ballantine career in August, 1947. His brother-in-law, **George Bessinger**, is a Draught Driver. Mr. Wilkins lived at

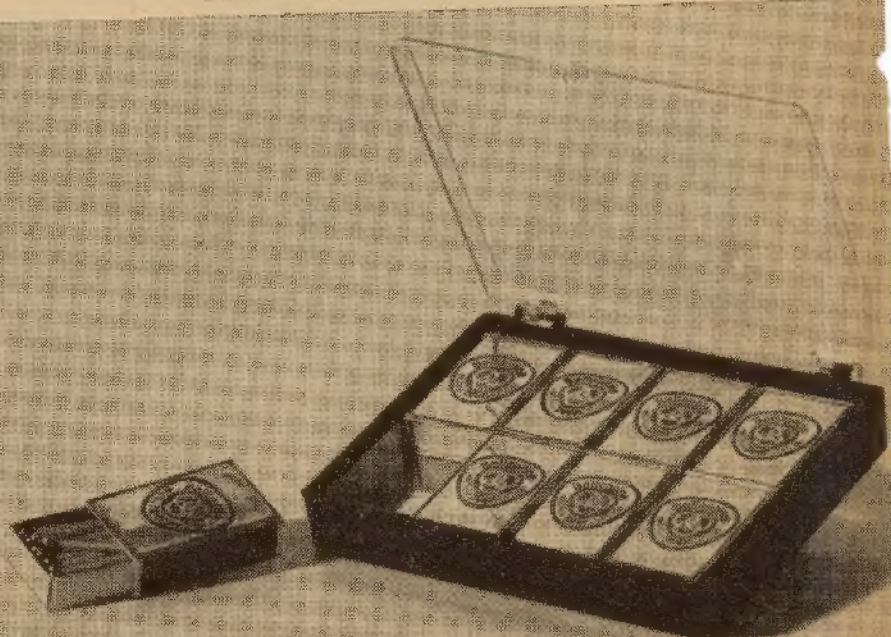
31 Freeman Avenue, East Orange.

John H. Donovan, Checker. Mr. Donovan joined Ballantine in April of last year. He lived at 94 Myrtle Avenue, Irvington.

Harry Brown, a former Sales Division Manager. Mr. Brown started his Ballantine career in November of 1940. During his years with Ballantine he held a variety of Sales Department positions. Mr. Brown lived at 12 Hoyt Street, Madison.

The sympathy of all of us at Ballantine goes to the families of these men.

MATCHING DESIGN



You can "match" our brand new beer packaging design by picking up a supply of these new match boxes at the employee Three Ring Shop. Eight match boxes, enclosed in a plastic utility container, cost only 28 cents at the Shop. When you're through with the matches you can use the plastic container to store items such as nails, screws, hairpins, etc. The Three Ring Shop is open Thursdays from 11:30 a.m. to 3 p.m. and from 6:30 a.m. to 10 a.m. the second Wednesday of each month.

The New Look Arrives

Early this month Ballantine drivers began delivering our beer, wearing the new packaging design, to retail outlets in the New York-New Jersey local delivery area. At about the same time shipments started to go to all the rest of our sales markets. By now, depending on how quickly dealers have sold any remaining supplies of the former label merchandise, the new look should be on sale in all of your favorite stores and taverns.

Previous editions of Three Rings Newspaper have told you about the time and effort which have gone into the creation of our new beer label and the modern appearance of the rest of our beer packaging. You know, too, that the new look has proved a success in five of the sales areas which started to receive it in February.

But you may not know, and that's the reason for this editorial, how important a part you can play in helping the new look prove a big success in your own neighborhood. All you have to do is check your local store so you know when the new label merchandise is on sale. Then tell all your friends and neighbors about our colorful, eye-appealing new design. The message can be short and clear, "Our Beer is so great it rates a bright new label."

BALLANTINE RECEIVES AWARD

The American Merchant Marine Institute has named Ballantine the recipient of its "Atlas Award" presented to the winner of the annual competition sponsored by the Institute for advertising in any media that promotes the nation's commercial fleet.

Ballantine was rated first in the 1961 advertising contest for its spot announcements and displays of Mar-

itime Industries posters on Maritime Day last May, during the telecast and radio broadcast of a New York Yankee game.

Ballantine, and the runners-up in the competition, were honored at the annual Advertising Award Luncheon, held last month in New York. Maritime Administrator Donald W. Alexander was the guest speaker and presented the awards.



Maritime Administrator Donald W. Alexander, right, is shown presenting award to Ballantine's John E. Cook, who accepted the honor for the Brewery. In background of photo is picture of Ballantine truck which was on display at the award luncheon.

Colorful Addition

The magnificent advertisement in color which dresses up the center section of this month's edition will appear in newspapers located in more than 100 cities starting next week. It's our way of telling the newspaper reading public about our bright new label and suggesting they go right out and buy some.

The advertisement was pre-printed for use in Three Rings and the daily newspapers which will run it, by a special printing process.

Newspaper color preprint

advertising was developed as a means of obtaining "magazine-like" quality reproduction in a daily newspaper.

Color Preprint ads are prepared in roll sizes to the specifications of the individual newspaper selected by the advertiser. They are run into their presses as an integral part of their paper.

Ballantine has ordered pre-prints because we feel the process assures us of the same uniformity and high quality of our color ads in any and all of the newspapers where we use them.



JUNE 9TH IS THE DAY — Recreational Coordinator Bob Geiger and Family Day Committee member George Wilverding visited Yankee Stadium last week to discuss some of the details concerning the Fifth Annual Ballantine Employees' Family Day Outing to the Stadium on June 9th. In photo from left are Geiger, Jim Gleason, Yankee Ticket Director; Catcher Elston Howard, Yankee Manager Ralph Houk, Outfielder Mickey Mantle, Mike Rendine, Yankee Season Box Director; and Wilverding.

Tickets Already In Big Demand For Annual "Family Day" Outing

The Fifth Annual Ballantine Employees' Family Day Bus Outing to Yankee Stadium, set for Saturday, June 9th, is still more than a month away but already tickets are in great demand. Committee members report sales have been heavy with the signs pointing to the biggest Family Day crowd ever.

The price of the tickets is \$3.50, which includes bus transportation from the brewery to Yankee Stadium and back, plus a reserved seat to see the World Champion New York Yankees play the Baltimore Orioles.

Family Day, for the benefit of the newcomers in our employee ranks, started in 1958. That first year almost 500 employees and members of their families took part in the outing. The number of those attend-

ing has grown larger and larger every year, with almost 2000 at 1961's affair.

Included in that crowd of almost 2000 were many children of employees. The kids seem to get a special delight out of the trip to the Stadium and the game, so much so that Recreational Coordinator Robert J. Geiger, who is supervising the Family Day plans, suggested this week that parents keep the small fry in mind when they buy tickets. Refreshments are served on the buses carrying the Family Day participants.

Geiger also had words of praise for the Family Day committee members and the New York Yankee

organization. "The committee members," he said, "are directly responsible for the success of our Family Day programs." "The Yankee organization," he added, "has done its share because it has proved to be a perfect host."

If you haven't bought your Family Day tickets yet, see one of the following committee members or contact the Personnel Division: Luther Bennett, Mildred D'Alessandro, Anthony DeTore, Charles Fox, Frank Freibott, Joseph Gesumaria, William Gollin, Francis Kelly, George Leaver, William Meade, Ken Johnson, Angus Jacobs, Frank Pulidore, Tom Ratigan, "Rosey" Rosamilia, Joseph Stapleton, Morris Weingast, Gus Wermuth and George Wilverding.

Act fast, ticket quantities are limited.

Jennings Heads Washington Branch

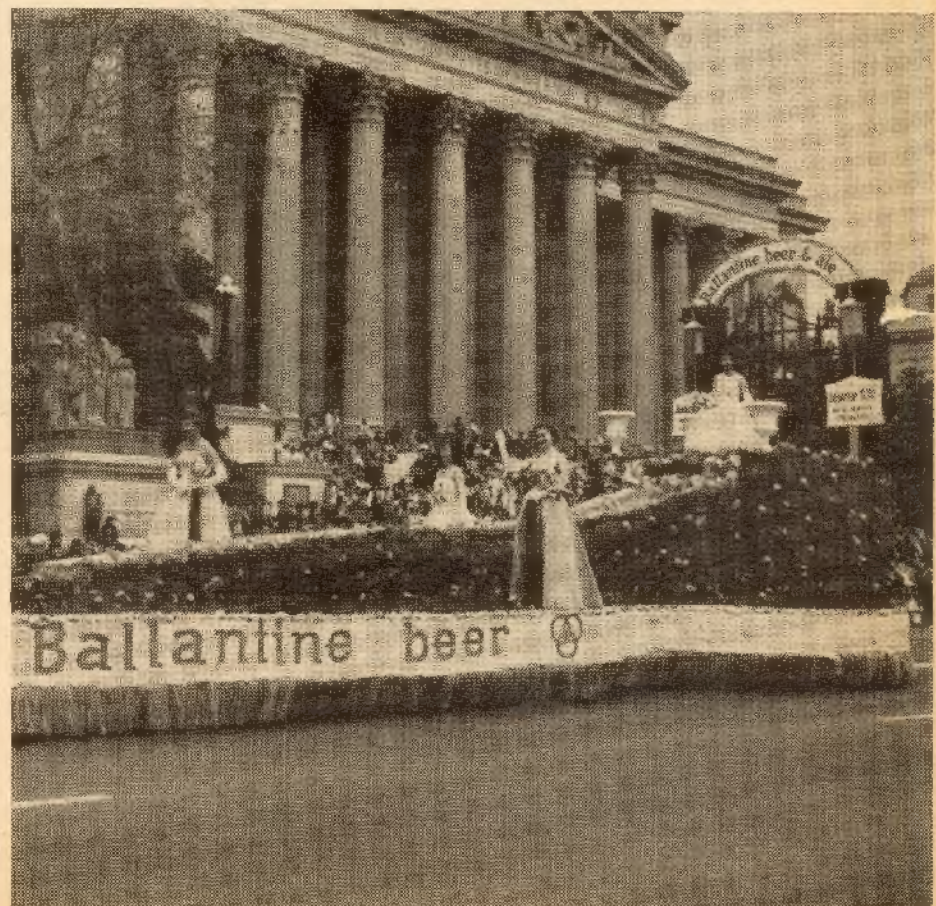
Robert M. Jennings, who started his Ballantine career as a clerk in 1948, has been appointed Manager of Ballantine's Washington, D. C. Branch.

The announcement of Mr. Jennings' appointment was made by William L. Karpf, Division Manager of the D. C., Maryland, New Jersey and Rhode Island Branches. Mr. Karpf pointed out that Mr. Jennings replaces Norman L. Shelton, who has been promoted to greater responsibility outside of his (Mr. Karpf's) Division.

Mr. Jennings joined Ballantine in April of 1948. After several months service as a clerk he became night cashier and clerk at the Red Bank Branch. In January of 1950 he was named a clerical assistant in the Credit division of the Washington Branch. He became a Bottle Salesman in 1951 and served in Washington, Kingston, N. Y. and Red Bank. In 1955 Mr. Jennings was named a Sales Supervisor at the Washington Branch and in 1958 he was appointed a District Sales Manager in the Central Atlantic Division.

He took over the duties of Washington Branch Manager on April 9th of this month following three months as acting manager.

A FLOAT FOR A PRINCESS



Miss Jacqueline Szal, 1962 New Jersey Cherry Blossom Princess, rode a float provided by Ballantine in the Cherry Blossom Festival Parade held in Washington this month. The beautiful Princess, her attendants, and the float all won the admiration of the parade watchers.

So great it rates a bright new label

We're proud of Ballantine
Beer—so proud we've dressed
it in a bright new label.
You see, Ballantine is the only



Golden Mellow from prime quality
barley specially grown and gathered
...and from costlier premium hops
that are *mellowed for two weeks*
longer on the vine than the hops in
any other beer.

These gifts of the Golden Harvest
put the Golden Mellow taste—
the crisp...clean...naturally
more refreshing taste—
in today's Ballantine Beer.

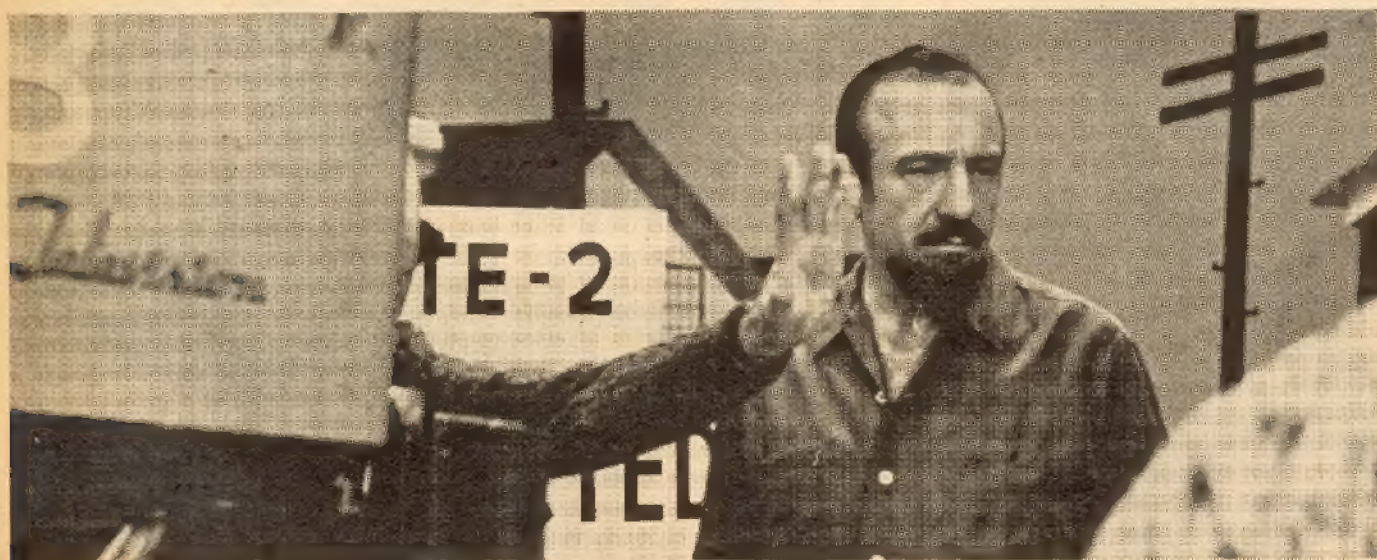
Ballantine beer

Golden Mellow
from the
Golden Harvest

© 1962, P. BALLANTINE & SONS, NEWARK, N. J.



Putting Together A "Sing Along" Show



He's already at his desk, as usual, by 8 a.m. Relaxed, enjoying the silence of the office, he may well start his day's work by picking up not a dictating machine but an oboe.

Fingering the woodwind instrument that he once played with the Syracuse Symphony and the Rochester Philharmonic, he sends plaintive melodies floating through the quiet corridors. But in his mind, far more cheerful ideas are taking shape.

The man: Mitch Miller.

The ideas: Ballantine's next "Sing Along With Mitch" TV show.

But it's a long, long way from the idea that germinates at 8 a.m. of a weekday morning to the slick, bouncy, good-humored production that fills the NBC channel from 10 to 11 p.m. on a subsequent Thursday.

The first step in moving from planning to production of the show consists of pre-recording the songs.

The rehearsing begins

On a Friday, everyone is fitted for costumes. They all gather next day at the Columbus Circle studios in New York to receive a rundown on the entire show—the songs to be used, and the way the numbers are to be staged.

Rehearsals must literally start on the right foot—with dancing lessons. Even Mitch practices hoofing. The biggest challenge to dancing director Jimmy Starbuck and his assistant, Victor Griffin, is the male chorus: 25 men, many of them middle-aged.

Griffin, who appears in many of the show's dance sequences himself, took on the task of teaching the men some basic dance steps.

"The first few classes were hilarious," Griffin said with a grin. "Many of them are grandfathers, and at times I thought they all had three feet."

Mitch Miller views the matter with down-to-earth integrity. "I hire my men because they have voices that sound pretty, not because they look pretty. If a guy is bald or if he's fat, that's the way he'll appear on the show."

Still more rehearsing

The "Sing Along" work week continues with rehearsals on Sunday and Monday. The first "run-through," a performance of the show from start to finish, is held on Tuesday.

The entertainers work half-day on Wednesday, performing another run-through while the chief TV technicians observe the staging and prepare for the tasks they must handle the following day.

On Thursday and Friday, the Mitch Miller troupe goes trooping out to Brooklyn where the show is taped.

One of the most striking characteristics of "Sing Along" productions is the lack of temperament displayed. In a profession where temper tantrums and high rages are the rule rather than the exception, with everyone picking on everyone below him in rank, the Mitch Miller gang remains good-humored.

Even though Mitch is a perfectionist who knows what he wants and goes after it, he is always a human being and not a tyrant.

Another aspect of Mitch Miller's personality that helps create a happy atmosphere on the show is his self-confidence. This confidence in his own judgment makes him confident

Mitch Back In Fall

On Fridays at 8:30

Here's good news for you sing aloners. Ballantine has signed with the National Broadcasting Company for another full year of "Sing Along With Mitch" television sponsorship.

The new contract, which begins in the Fall, calls for the show moving to Friday nights and running from 8:30 to 9:30 p.m. In the meantime, Mitch and the gang can still be seen every Thursday night, including throughout the summer, from 10 to 11 p.m., courtesy of Ballantine.

The show has proved to be perfect for public enjoyment, and an ideal vehicle for Ballantine commercials. To reach as many different adults as one "Mitch" commercial it would take about forty to fifty average radio announcements or three average television spot announcements.

Next Fall's Friday night, 8:30 to 9:30 slot, definitely one of the prime periods, will be most welcomed by hordes of early risers who have been giving up a bit of shut eye because of the later hour on Thursdays. Friday night should present the top-ranking Mitch show with an even greater audience because it marks the start of the week end.

Keep your voices in good shape—you'll be singing along with Mitch for many weeks to come.

in the ability of the performers he has chosen. This, in turn, boosts their self-confidence.

Mitch also has confidence in the good judgment of the American TV audience. "Some people say the public doesn't know what constitutes good music," he remarked, "but they're wrong. Technically the public may not be able to give a definition but subconsciously they know when they hear it."

Obviously they do. And when 34 million Americans prove it by tuning in on the "Sing Along" on Thursdays at 10 p.m. on NBC, they renew Mitch Miller's confidence and that of the people surrounding him.

This is particularly true for the show's young soloists: Leslie Uggams, Diana Trask, Gloria Lambert, Louise O'Brien and Sandy Stewart.

Acclaim for Leslie

Though praise for their talents has been heaped upon these girls, perhaps the most exciting compliment was received by Leslie Uggams.

After a recent "Sing Along" show, someone telephoned Mitch Miller to praise the musical production of "Lullaby of Broadway," in which Leslie had been featured.

Said the caller: "That song hasn't been presented that well since the old movie, 'Top Hat.'"

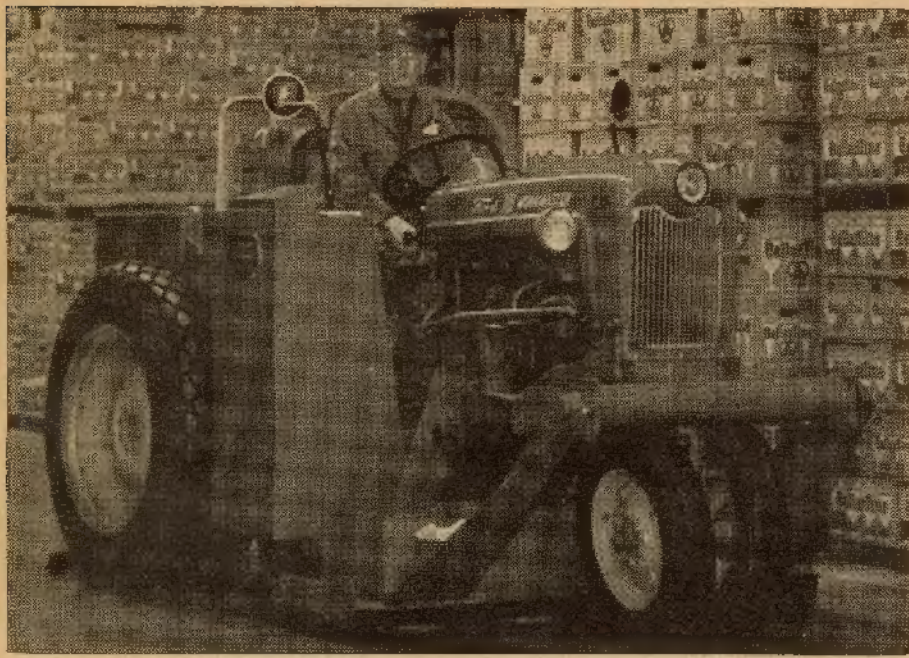
The caller?

Irving Berlin.

All of which would seem to prove that it's easy to know what most sensible Americans are doing at 10 p.m. every Thursday.

Watching "Sing Along with Mitch," of course, joining in with the chorus—and keeping their throats from going dry by drinking Ballantine!

CLEANLINESS IN A BIG WAY



They don't make scrubbing machines quite this large for home use, but if your wife had one of these to do the floors she'd be done in a jiffy. This scrubber model is the largest in the country. We use it to keep the floors of our new warehousing-packaging building clean. It scrubs a path six feet wide and holds 200 gallons of water loaded with detergent. We've had it in use since late last year.

Ballantine Servicemen Are Now Driving New Trucks

In a department where the accent is on service, what could be more appropriate than a fleet of new trucks which in three short weeks have already proved more serviceable than their predecessors?

Our servicemen operating out of our Service Department are nothing short of delighted with the vehicles, which are built low to the ground but are high in performance.

Picnics, Too

Our servicemen and their new trucks will also see some action at special affairs such as big picnics, outings, etc. in the next few months. In this regard they work along with our Special Sales Division, which incidentally would like to hear from you about any affair, indoors or outdoors, your club or group may be planning. Call Walter Bauer at extension 526.



That isn't all. The vehicles possess a striking appearance which calls attention to our colorful Three Ring design which is painted on the bodies.

In all, there are nine new trucks in the fleet. A tenth has been sent to the Tillson Branch. In the future more will be purchased as replacements are required.

Getting top service from a vehicle helps our servicemen give top service to our accounts. The service-

men answer calls from our thousands of draught customers, and while it's impossible to sum up all their duties in one line, you can say their main function is to make sure that the customers' draught facilities are always in the best of operating condition. This insures that all the flavor and goodness of Ballantine brews are ready to reach the consumer when the bartender draws him a tall one.

SERVICE MINDED — This is what the new Service Department trucks look like. The side view is provided by the picture at the top of the page while the photo below shows part of the fleet as it was lined-up for The Three Rings photographer last week.



Great For The Tournament



There's good golfing weather on the way and the employee Three Ring Shop would like to help you enjoy it to the fullest. On sale at the Shop now are these golf balls, in either dozen or half dozen lots. The price for 12 is \$9.98, or six for \$4.49. Each ball carries our famous Three Ring trademark which makes for ease in identification. Get yours soon so you'll have enough for the employees' Spring Golf Tournament which is set for Saturday, May 5 at the Asbury Park Golf and Country Club in Neptune. Tournament deadline for entries is April 27, but the Three Ring Shop is open every Thursday from 11:30 a.m. to 3 p.m. and from 6:30 a.m. to 10 a.m. the second Wednesday of each month.

INDUSTRY NEWS

Ballantine Was There

From the April 6th edition of the USBA News Letter:

"Four hundred cases of beer and ale contributed by eight USBA members (Ed. note: Ballantine was one of the eight) were hardly enough to satisfy demands of the 438,000 Europeans attending the Berlin International Green Week festivities in February, USBA Washington Counsel Clinton M. Hester learned this week. The malt beverages, which made their first appearance in the 14 years that our nation has been participating in this huge agriculture fair, added greatly to the success of the U.S. Pavilion restaurant, according to Fair authorities. Also on the menu were such American Specialties as Maine lobster, Smithfield ham, porterhouse steak and some California wines. Sales of the U.S. malt beverages were reported 'brisk and public acceptance gratifying.' There also was considerable favor-

able comment on the 'pleasant taste' of the American beer and ale. The *Berliner Morgenpost*, reporting on the appetite appeal of the U.S. cuisine and 'cool American beer,' said, 'We just couldn't resist.'"

* * *

Pleasant Orbit

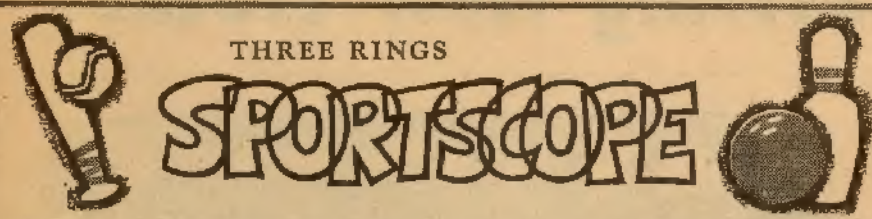
American Brewer Magazine's talented columnist Fred Dickenson told a story, in last month's edition of the publication, of how he was drinking beer in a bus while Col. John Glenn was making his orbital flight.

Said Dickenson in part, "It was pure coincidence that Col. Glenn got involved in our bus ride. A score or more of correspondents from various newspapers and magazines had been invited to witness the filming of a television commercial for Eveready radio batteries and we gathered at the Union Carbide building in Manhattan to board a bus which

would take us to Mincola, Long Island where the film was being made."

After pointing out that everybody on the bus was handed a little portable transistor radio, Dickenson wrote, "If you have never followed the progress of a man-shoot while riding in a bus with a tray of hors d'oeuvres weaving about your head, you have not lived. It is a fascinating experience, and it is understandable that we began to get slightly mixed up and feel that we were in a capsule doing 17,500 miles per hour. However, as pressure was building up and strain becoming intense, Mr. Viotti (a bartender), bless him, started handing out paper cups filled with cold, frothy Ballantines and the day was saved. There were other potions, of course, for those so inclined but the knowledgeable spacemen among us stuck to beer which proved to be the perfect drink for combination bus-riding and man-shoot listening."

MEN'S BOWLING ROLL-OFFS MAY 11



LAST BUT NOT LEAST—There has to be a last place team in every league and that's the dubious honor of the 1840 Bloomer Girls squad in the Girls' bowling league. The gals may be last in the standings but they rate at the top in popularity and personality with the rest of the league members. In back row are Betty Macfarlane, Betty Mertz and Alma Witter. Seated are Florence Freggens, Marie Jones and Ruth Woodward.



STRONG ENTRY—This is the Three Ringers squad, now holding fifth place in the Girls' Bowling League. The Three Ringers combine, a new league entry this season, has made a strong showing all year and at one point was just a few games out of first place. In back row are Fran Pawlicki, Martha Mitrik and Fran Quish. Seated are Joyce Ilaria, Laurie Chrzanowski and Terry Rosania.

New Leader In Girls' League

The Golden Ringers team, consisting of Lynn Pittner, Joanne Iacona, Carol Kretzmer, Kay Winrow, Betty Blakely and Carol Pawlicki, has taken over first place in the Girls' Bowling League.

The new pace-setters replaced the Belle Hops combine in the front-running position, and at this writing enjoy a two and a half game lead. The Belle Hops squad, which had an almost exclusive hold on the No.

1 spot for months, is in second place.

The Golden Ringers have a rough road ahead in defense of their leading position. Next Tuesday night the first place squad will meet the second place team face to face. From that battle could emerge the eventual winner of the league title. The Girls' Bowling League schedule ends on May 15th.

Receiving Wins Handy Title

The Men's Bowling League roll-offs to decide the company champion will be held on Friday night, May 11th, at the Bowlero in Clifton. So far only the Receiving team, which two weeks ago clinched the Handy Division title, has earned a roll-offs berth.

Four of the six remaining roll-off positions will be decided this Friday night, April 27th, when the Body, Three Ring, Flavor and Purity Divisions bowl for the last time this season.

In the remaining two divisions, the Ale loop winds up competition next Tuesday afternoon and the Extra Fine race should be over within two weeks.

There's plenty of excitement as the end draws near. The team closest to a division title right now is the Warehouse 1 squad in the Flavor Division. The Warehousemen have already clinched a tie for the Division championship and need only one victory Friday night over the Spoilers team to win the crown.

The Accounting team in the Three Ring Division is close enough to stare victory in the face, too. Accounting now holds a two game lead over the Personnel squad and needs one win Friday night, when the two teams meet, and it'll be all over. If Personnel wins three, however, the story will have a much different ending.

In the Purity Division things are exceptionally tight. Plant 2 Fermenting holds a scant one game lead over the Beer Fermenting team and can win the title by scoring two victories Friday night. If, on the other hand, Beer Fermenting sweeps the series, it will be the Division champ. A tie can result if Beer Fermenting wins two.

The Body Division situation is even closer, if that's possible. Draught Platform 5 holds a half game lead over the Bottle Drivers 7 and Bottlers 1 teams. Either of the three can earn the title. The Drivers 7 men will meet the Draught Platform 5 keggers face to face Friday. The Bottlers 1 team rolls against the Brewers combine.

In the Ale Division the leader at this writing is the Bottle Drivers 69 team with the Harlem squad providing the most serious competition. In the Extra Fine Division Pipe Shop is in front.

Anderson Leads Way

It was a lucky Friday the 13th for the Receiving team this month because that's the day Receiving wrapped up its division title, winning two games out of three from the Bottlers 3 squad. Oscar Anderson paced the Receiving men to victory with a 257 game and a 613 series. Oscar's 257 gives him the lead in the individual high game category in the Handy Division. The 613 was the first over 600 series he rolled this year. His teammates are John Liesinger, Mike Kiselyk, Mike Kauger, Walter Martin and Stanley Olewinski.



ONE MORE TO GO—This is the Accounting team, leader in the Three Ring Division. The Accounting men need one victory Friday night to clinch the Division title. Standing are Frank Barrett and John Witconis. Sitting are Bob Bosson, Frank Krohel and Mike Vitello.

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